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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 18 titles deal with a variety of topics, including the following: (1) the status, function, and perceived needs of journalism in the high schools of West Virginia; (2) environmental pollution news coverage; (3) a critical history of "Scribner's" magazine; (4) gatekeeping by the Canadian Press News Agency; (5) newspaper coverage of the aged; (6) New England journalism and the questions of slavery, the South, and abolitionism (1820-1861); (7) content analyses of Illinois rural weeklies in 1882, the "Pennsylvania Freeman" between 1836 and 1854, and "La Democracia" (Puerto Rico) between 1895 and 1914; (8) the social responsibility of the press; (9) British-American Whig Political Rhetoric in three newspapers, 1756-1776; (10) international communications decision making; (11) a black newspaper's reports of educational controversy; (12) cameras in the courtroom; (13) press commentary and the 1972 United States presidential elections; (14) television journalists and their audience expectations of local news; (15) newspaper readership in two New England counties; and (16) the image of the Jew in the American periodical press, 1881-1921. (RL)

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AN EXAMINATION OF THE STATUS, FUNCTION, AND PERCEIVED NEEDS OF JOURNALISM EDUCATION IN THE HIGH SCHOOLS OF WEST VIRGINIA

Order No. 8016636

ARNOLD, GEORGE T., JR., PH.D. *Ohio University*, 1980. 353pp. Director of Dissertation: Dr. J. William Click

The purpose of this study is to determine the status, function, and needs of journalism education at the high school level in West Virginia and to compile a comprehensive body of information on scholastic journalism within the state.

Questionnaires containing 70 items for journalism teachers/publications advisers, 46 for principals, and 41 for editors of student publications were mailed to all public and parochial schools. Returns ranged from 74.4% for principals to 47.7% for student editors of yearbooks.

Questionnaires sought detailed information on characteristics of the respondents, preparation and qualifications of teachers/advisers, working conditions, freedoms and restraints related to publications content, function and status of the journalism programs, and the effect of school enrollment on journalism programs and activities.

In addition to examining the journalism programs and the individuals involved in them as a whole, comparisons were made between the following groups: Teachers/advisers, principals, and student editors; newspaper and yearbook advisers; teachers/advisers with majors in journalism and those without; newspaper and yearbook editors; and schools with student enrollments of up to 499, 500-999, and 1,000 or more.

The study, in part, concludes that despite all of its shortcomings and its exhaustive list of needs, journalism education in West Virginia's high schools appears to be equal to or in better condition than journalism programs of most other states described in similar studies. That favorable comparison, however, is not to be perceived as evidence that journalism education in the state is on the verge of significant progress and accomplishment.

An examination of the status, function, and perceived needs of journalism education in West Virginia high schools inevitably reveals an academic orphan embarked upon a discouragingly long, frustratingly slow quest for identity and acceptance. As a scholastic discipline, journalism is frequently mislabeled as vocational, often distrusted for the content of its publications, and routinely consigned into the care of persons who neither want the responsibilities nor are adequately prepared to handle them. Poorly funded and ill equipped, the journalism program is commonly neglected except for predictable complaints about--or interference in--publications content. The very existence of journalism and the extent to which its programs function are often dependent upon the size of school enrollment.

There are positive characteristics, and although they are fewer in number, they nevertheless provide some evidence of progress. Ever so slowly, journalism appears to be gaining a firmer foothold in the academic programs of an increasingly greater number of schools--big, small, urban and rural. The ranks of qualified, well prepared journalism teachers and publications advisers are growing. So, too, is the number of schools offering journalism for academic credit, some for as many as five or more semesters. More teachers are receiving reduced class loads in recognition of the time-consuming demands of supervising publications and broadcast programs, and a few schools are providing additional financial compensation for the many hours of work required outside the regular school day.

Results of this study, as well as findings in numerous others conducted both in West Virginia and in other states, demonstrate that substantial, positive developments seldom occur without organized effort, planning, and follow through. That organized effort does not exist on a statewide basis in West Virginia. Until it does, it appears that progress will continue to be sporadic and localized.

ENVIRONMENTAL POLLUTION COVERAGE IN *NEWSWEEK* FROM 1969 THROUGH 1975

Order No. 8017410

BABCOCK, WILLIAM A., PH.D. *Southern Illinois University at Carbondale*, 1979. 127pp. Major Professor: Dr. Harry W. Stonecipher

This study examines the relationship between the nature and frequency of the media coverage of environmental pollution when compared with the public's concern regarding environmental pollution, the reported quality of the environment, and with federal obligations and outlays for pollution control and abatement.

To study this relationship, indices were obtained on the public's concern over pollution; the reported quality of the environment as measured by air, water, and soil pollution; and on governmental obligations and expenditures for pollution control and abatement.

Four specific hypotheses were posed. These hypotheses posited that no correlations would be found between the news coverage of environmental pollution and public opinion regarding environmental pollution, reported environmental quality, and federal outlays and expenditures for pollution control and abatement. Kendall's tau was used to test the hypotheses.

To examine these hypotheses, a content analysis was conducted on every third edition of *Newsweek* magazine each year from 1969 to 1975. The sample of 126 *Newsweek* editions yielded 217 items (stories, columns, shorts, letters, etc.) which contained 143 air pollution mentions, 128 water pollution mentions, and 97 soil pollution mentions. The largest number of pollution items was found in 1970 (57 items) and the fewest items (9 items) in 1969.

Of the pollution items mentioned in *Newsweek* from 1969 through 1975, air pollution accounted for between 33.4 percent and 41.5 percent of coverage, water pollution between 32.4 percent and 39.7 percent, and soil pollution between 26.2 percent and 27.8 percent of the coverage.

In testing for the hypotheses it was found that: (1) *Newsweek's* coverage of environmental pollution was uncorrelated at the .05 level with the public's concern of pollution. (2) *Newsweek's* coverage of air pollution, water pollution, soil pollution, and total pollution was uncorrelated (at the .05 level) respectively with the reported air quality, water quality, soil quality, and mean environmental quality. (3) *Newsweek's* coverage of air, soil, and total pollution was uncorrelated respectively with federal obligations for control and abatement of air, soil, and total pollution. But, the correlation between *Newsweek's* coverage of water pollution and federal obligations for control and abatement of water pollution was correlated at the .05 level (tau = -.87), indicating that as *Newsweek's* coverage of water pollution *decreased*, federal obligations for water pollution control and abatement *increased*. (4) *Newsweek's* coverage of environmental pollution was uncorrelated with federal outlays for pollution control and abatement.

Thus, the results of this study indicate that *Newsweek* is not a good barometer of the public's concern regarding environmental pollution, the reported quality of the environment, or of federal obligations and outlays for pollution control and abatement.

A CRITICAL HISTORY OF *SCRIBNER'S MAGAZINE*, 1887-1914

Order No. 8017478

MARRIER, ROBERT GENE, PH.D. *University of Georgia*, 1980. 335pp. Director: Dr. Rayburn S. Moore

That *Scribner's Magazine*, as the flagship publication of the House of Scribner, played a major role in American literature is a critical commonplace. From 1887 until 1939 *Scribner's* published most of the major American writers and a great number of the mediocre ones. Yet the magazine has received little critical attention. This particular study surveys *Scribner's* literature from its inception until 1914, the last year of its founding editor, Edward L. Burlingame, and attempts to discover (in the absence of a stated editorial policy) *Scribner's* philosophy of literature in these formative years.

The fifty-six volumes of *Scribner's* published from 1887 until 1914 were examined, with emphasis given to the short story and the serial fiction. To relate the magazine to its literary and political background, this study focuses upon certain chronological periods: *Scribner's* establishment at the height of the local-color movement; the years 1887-1893, showing a brief outcropping of realism; the journalistic accommodation of 1894-1898; the 1899-1905 period stressing "Graustarkian" literature and the literature of childhood and animals; and the years 1906-1914, times of commercial success but comparative literary decline. The last chapter compares *Scribner's* later career with its first period, evaluating the magazine's contribution to American culture.

An examination of the philosophies of *Scribner's* editorial triumvirate--Burlingame, Robert Bridges, and William Crary Brownell--reveals that Burlingame emphasized tolerance, proportion, and control of plot; Bridges preferred a vigorous story with a "healthy" denouement; and Brownell stressed personality: memorable but idealistic types. In its first seven years *Scribner's* published not only the common magazine fare of sentimental adventure stories but also a significant number of realistic works by Thomas Nelson Page, Henry James, Thomas Hardy, Sarah Orne Jewett, among others. Although the magazine criticized realism, its literature and the tone of its informational articles occasionally undercut this sense of ideality. From 1894 until 1898, *Scribner's* printed more stories with "happy endings," données of the work-a-day world. Stephen Crane's "The Open Boat" and a few stories by Edith Wharton, along with some exploration of economic questions, were exceptions to the decline in realism. In 1898 Richard Harding Davis, whose "Gallegher" began the *Scribner's* emphasis upon the journalistic, introduced "Graustarkian" literature to the magazine's pages with his "Soldiers of Fortune."

Scribner's turn-of-the-century fiction emphasized "the strenuous life," with articles on the military and remote areas, an increase in adventure stories, and stories of crime and sports. Because of the renewed interest in American history, the magazine returned to the local-color romance, and in reaction to the muckraking phenomenon, published reform stories by William Allen White and Robert Grant. As if to counterpoint this concern with the topical, *Scribner's* also included studies of the interior life by Henry James and Edith Wharton, combining both muckraking and the novel of manners in "The House of Mirth" (1905).

To the modern reader, *Scribner's* literature of the 1906-1914 period seems generally inferior because of the tremendous increase in formula stories and sentimental regional fiction. The social criticisms of Edith Wharton and the realism of Katherine Fullerton Gerould are major exceptions. By 1914 *Scribner's* proportion and balance seemed inadequate for the times. In later years, however, *Scribner's* was to become more famous as an outlet for writers brought to the House of Scribner by Maxwell Perkins, but the magazine's first period had established it as a cultural institution mirroring the best of turn-of-the-century America.

THE ROLE OF THE CANADIAN PRESS NEWS AGENCY IN GATEKEEPING CANADA'S NEWS

BLACK, HAWLEY LISLE, PH.D. *McGill University (Canada)*, 1980.

This study deals with the function of Canada's most important news gathering organization, the Canadian Press or "CP", as the agency operates in English and in French. Two surveys of wire editors and CP staff, supplemented by secondary sources are the main source of data. The study outlines and evaluates CP's performance in Canada's bilingual political process. The principal findings pertain to respondents' perceptions of CP's functions and operations, and its role in communications between French and English in Canada. Special attention is given to testing respondents on the question of altering CP's existing French-English operations to encourage national unity.

The findings tend to support the conclusion that definite structural, institutional, linguistic, stylistic and social factors tend to reflect and latently reinforce existing Canadian linguistic-regional changes. Moreover, very few CP staffers or newspapers wire editors would care to endow CP with any special task in promoting national unity.

AMERICA'S AGED: A SOCIOLOGICAL APPROACH TO NEWSPAPER COVERAGE

Order No. 8012999

BUCHHOLZ, MICHAEL ORAN, PH.D. *Oklahoma State University*, 1979. 93pp.

Scope of Study. The study examined 1,703 newspaper articles about the elderly chosen from randomly selected issues of the *New York Times* and the *Daily Oklahoman* of 1970 and 1978. Of particular interest were the images and roles of the elderly persons portrayed, the problems of aging covered, the manner in which these stories were covered, and the emphasis of "play" editors gave to stories about the elderly.

Findings. Most stories in the four samples presented a neutral image of the elderly, and positive image stories out-numbered negative image stories two to one. A one-tailed chi-square test demonstrated a significant increase in the number of negative stories in the two papers between 1970 and 1978, but this was blunted by the relatively small number of negative stories. A chi-square test also indicated a significantly greater number of stories portraying the elderly in active roles than in passive or neutral ones. The number of active role stories increased significantly between 1970 and 1978.

Another chi-square test, however, showed that both papers ran significantly fewer stories about aging problems than stories that reported other events and situations in which old people were involved. Only 50 stories out of 1,703 dealt with the unique problems the old are forced to face.

Such failure to cover problems of the aged could arise from the traditional concept of news as an event. A chi-square test found that significantly more stories in the four samples were oriented toward events than issues. Although there was a significant increase in the number of issue stories between 1970 and 1978, issue stories made up only 11.1 percent of the total.

The study also showed that few of the problem categories received much emphasis. Image and role, however, seemed to have a slight effect on how prominently stories about the elderly were displayed. One-way analyses of variance demonstrated that positive stories received significantly better play than negative stories in one sample, and significantly better play than neutral stories in two others. Active stories received significantly better play than neutral stories in one sample, and significantly better play than passive stories in the other three. Positive and active stories also had higher attention score means than other image and role types in most of the samples.

Conclusions. The study indicates that the portrait of the elderly in these two newspapers in 1970 and 1978 was essentially more favorable than critics have indicated. However, the study located serious gaps in the coverage of aging problems, gaps which could be eliminated by making journalists more aware of these problems and by covering them more as trends than as isolated events.

NEW ENGLAND JOURNALISM AND THE QUESTIONS OF SLAVERY, THE SOUTH, AND ABOLITIONISM: 1820-1861

Order No. 8017848

BUTLER, RANDALL RICHARDSON, II, PH.D. *Brigham Young University*, 1979. 216pp. Chairman: Frank W. Fox

The focus of this study is on the editorial attitude and perceptions of New England's leading partisan newspaper (representing the two major political parties through the period, 1820-1861) toward slavery, the South, and abolitionism. It is believed that the study of these perceptions will contribute to a better understanding of the psychological conditioning that preceded the Civil War.

The New England editors abhorred slavery (and abolitionism), but they were more concerned with its political rather than moral implications. The South was recognized as the antithesis of a democratic republic. However, the Jeffersonian-Democratic press favored party unity via compromise and accomodation rather than confrontation. The Federalist-Whig-Republican press, on the other hand, favored a permanent political solution (often couched in moral-economic terms) to the expansion of slavery.

The predominant theme to emerge by the 1850's was that a conspiracy (Republicans, Democrats, abolitionists, and the South were each blamed by opposing journalists) was afoot to destroy the republic.

THE CONTENT OF THE RURAL WEEKLY PRESS IN ILLINOIS IN 1882

Order No. 8022005

CASSADY, DAVID ROY, PH.D. *The University of Iowa*, 1980. 347pp. Supervisor: Associate Professor John E. Erickson

Despite the rapid urbanization of the late 19th century and the growth of the American urban press, 70 percent of the people in the United States lived in small towns or rural areas during this period and their main source of information was the local weekly newspaper.

An assessment of the content of issues of 38 newspapers published in 23 Illinois communites in 1882 produced an overview of the content of the rural press of the period. The papers read were all weeklies printed in communities of less than 5,000.

Four major kinds of non-advertising content were prevalent in the papers, (1) Local news, (2) Syndicated news and features, (3) Non-local editorial comment and (4) Local editorial comment.

Local news was included in all of the newspapers in the study. It consisted generally of two "local" columns, one centering on local events--tragedies, business items, crimes, accidents, etc. and the other containing the "personal" items. These included mention of guests and visitors, births, weddings, vacations and other social items.

All but a handful of the papers read filled large portions of their news columns with material from outside the community and most of this came from the newspaper syndicates.

The syndicates provided the newspapers with material in two forms, readyprint--pages printed on one side and ready for the local editor to complete with local material on the other, and boilerplate--stereotype plates cast and ready to be fixed to wooden blocks and fitted into a page.

The most frequently used type of syndicate material was the international and national news roundup, but the services also provided non-fiction "evergreen" material, partisan political "news" stories, fiction and poetry. All of this material was excerpted from larger publications such as magazines and metropolitan newspapers giving the local editor access to a broad range of content.

The local newspapers also provided their readers with editorial opinion, some of it locally written and some from outside sources.

One of the most common kinds of editorializing was the use of material from outside sources. Letters to the editor were common as were excerpts taken from regional and national newspapers. The more vitriolic comments, particularly on national issues, generally came from these letters or excerpts.

The editors did make their own editorial comments. Though seldom long-winded (usually they took no more than a few lines), they covered a broad range of topics. National politics was one of the most common as were issues such as polygamy and temperance.

On the local scene, the editors seldom made any comment about municipal politics. City elections came and went with little fanfare, either in the editorial or news columns and there was a noticeable absence of any local controversy. The closest the local editors came to taking a stand in local politics was in the county contests and the campaigns for state representative positions.

The community-centered comment that did exist could best be termed as either "community conscience" or "boosterism." The editors played the role of the monitor, pointing out shortcomings among citizens and chastizing what they considered conduct not in the best interest of the community.

They also were active in pushing for community growth and progress. Much of the local editorial comment dealt with the need for improved roads to make it easier for farmers to come to town, the need for a city coal mine to help attract businesses and the need from businesses to unite to sell their community to outside industry.

ATTITUDES TOWARD THE CURRENT APPLICABILITY OF THE 1947 HUTCHINS REPORT ON SOCIAL RESPONSIBILITY OF THE PRESS

Order No. 8016486

HARTUNG, BARBARA WOLTER, PH.D. *United States International University*, 1979. 142pp. Chairperson: William G. Reardon

The Problem. The purpose of the study was to determine and compare the attitudes of newspaper editors and publishers, journalism educators, and national leaders toward a selected group of Hutchins Commission criteria to discover how viable the Hutchins criteria were perceived to be in helping form evaluative bases for the study of the responsibility of the American newspaper industry.

Method. The study was a descriptive survey utilizing a 24 item questionnaire asking agreement, neutrality/no opinion or disagreement to statements taken from the 1947 Commission on Freedom of the Press report. A random sample of 240 editors and publishers, journalism educators, and national leaders yielded a response rate of 73 percent.

Results. The three groups generally agreed with the Commission suggestions in areas relating to reporting and freedom of the press. However, in areas of press criticism, press evaluation and media concentration, the agreement was mixed. Of the 23 propositions taken from the Hutchins report, respondents agreed with 19 and disagreed with four. The items on which disagreement was reflected were: whether a single association, such as those in the legal and medical professions, should be formed to establish standards among journalists; whether newspapers are preoccupied with sensationalism and violence; whether through concentration of media ownership, the variety of news sources and opinion is limited; and whether concentration of media ownership is a threat to the free flow of information to the public.

Using the Hutchins Commission report as the embodiment of social responsibility theory, it appears all three groups were willing to accept the Commission's reporting and freedom of the press criteria, indicating their acknowledgement of social responsibility concerning reporting and freedom of the press. However, the editors and publishers took a more libertarian view of press criticism, press evaluation, and media concentration. In contrast, the national leaders were more accepting of commission suggestions related to criticism, evaluation, and media concentration, showing a greater acceptance of social responsibility attitudes were more like national leaders. Therefore, the responses indicate national leaders believe in social responsibility of the press more strongly than do the other two groups.

THE *PENNSYLVANIA FREEMAN*, 1836-1854

Order No. 8015802

HOCHREITER, ROBERT STEPHEN, PH.D. *The Pennsylvania State University*, 1980. 276pp. Adviser: Ira V. Brown

This is the story of the *Pennsylvania Freeman*, an antislavery newspaper published by the Pennsylvania Anti-Slavery Society for almost two decades prior to the Civil War. Originally an independent venture founded by the veteran editor Benjamin Lundy in 1836 and called the *National Enquirer*, it soon became apparent that it could not sustain itself. At that point, the state antislavery society took over the financial burden of the paper, and from then on it became the official instrument of that group. This became even more apparent when John Greenleaf Whittier changed the paper's name to the *Pennsylvania Freeman* when he took over as editor in 1838.

It was not without good reason that the society undertook the burden of subsidizing the *Freeman*. The whole thrust of the post-1830 antislavery movement was based upon the premise that slavery was sinful in itself and ought to be abandoned immediately. Since it was in essence a moral problem, most radical abolitionists believed that it had to be eradicated by moral means, that is, by sincere conversion. To bring this conversion about, they had a profound belief in the converting power of the word, spoken or written. Consequently, the forces of organized antislavery sent out scores of paid lecturers, held countless meetings and conventions, established numerous local and state societies, printed hundreds of thousands of tracts and pamphlets, and encouraged the founding of newspapers.

The *Pennsylvania Freeman* officially reflected the fortunes of the movement in the state. Until it was temporarily suspended for two years after 1841, and for a few months after it resumed on a regular basis in 1844, it promoted not only the tactics of moral suasion but also the use of the ballot in advancing the cause. That both options could be peacefully and publicly aired side-by-side, was a tribute to the spirit of moderation in the Pennsylvania group. In 1840, an acrimonious split had occurred between the two factions within the national American Anti-Slavery Society. William Lloyd Garrison had led the forces of pure moral suasion and captured the old national organization. While the Pennsylvania society remained affiliated with the Garrisonian national group, both factions continued to work harmoniously in the state and used the society's paper on an equal basis.

In 1844, however, James Miller McKim, at that time a co-editor of the *Freeman*, converted to disunionism, a Garrison antipolitical tactic which had, as its effect, the renunciation of the franchise. The *Freeman* perforce became disunionist and the state society followed suit in 1845. Even then, however, a political actionist like Thomas Earle remained in the Society and even wrote occasionally for the *Freeman* until his death in 1849, indicating that, within the Quaker-dominated organization at least, personal bitterness and vituperation were less evident than elsewhere.

Nor did being Garrisonian mean that Pennsylvanian abolitionists meekly followed his lead in all matters. The *Freeman* included less propaganda on reform matters other than antislavery than did the *Liberator* whose editor dabbled extensively in reforms of all types. The Pennsylvanians also took serious exception in their paper to Garrison's defense of the purchase of Frederick Douglass' freedom on the grounds that the editor of the *Liberator* had not been faithful to the principle of uncompensated emancipation. In another dispute in the *Freeman*, they criticized their Boston mentor for not promoting the boycott of slave produce as a moral obligation.

When the *Pennsylvania Freeman* was merged with the *National Antislavery Standard* by a vote of the society in June 1854, it represented a defeat, albeit not a disastrous one, for the forces of antislavery in the state. Its eclipse probably reflected the fact that moral suasion had run its course and that, for better or worse, antislavery had become the province of the politicians. The election of Abraham Lincoln in 1860 and the subsequent secessionist crisis completed the headlong rush toward the "irrepressible conflict" predicted by William H. Seward in a Rochester speech in 1858. His warning had been anticipated by the *Freeman* which had been predicting such a cataclysm for almost twenty years. The paper had declared that the abolition of slavery was the only way to avoid Armageddon. The warning had been ignored.

BRITISH-AMERICAN WHIG POLITICAL RHETORIC, 1765-1776: A CONTENT ANALYSIS OF THE *LONDON GAZETTE*, *LONDON CHRONICLE*, AND *BOSTON GAZETTE*

Order No. 8015309

HOLMBERG, GEORGIA, MCKEE, PH.D. *University of Pittsburgh*, 1979. 238pp.

There were discernible ideological differences among British-American Whigs during the mid-eighteenth century. Contrary to the interpretations of Sir Lewis Namier and his followers, who discounted the role of ideology in British politics during the years preceding the American Revolution, our data reveal two distinctly separate over-all patterns of thought regarding political institutions and values. The first, characteristic of "Administration," or office-holding, Whigs, stressed the traditional and hierarchical trichotomy of king, Parliament, and dutiful subjects. The second, representing the loyal "Opposition," emphasized the newer concept of Parliament as chief representative and protector of the "rights and liberties" of the people of the kingdom. Furthermore, we have identified a uniquely "American" variety of British Opposition ideology, which combined belief in the supremacy of constituent assemblies with the need for "public virtue" and political accountability into an explosive appeal for propagandizing the American Revolution.

Through a quantitative content analysis of newspaper texts, selected from the government-sponsored "Administration" *London Gazette*, the loyal "Opposition" *London Chronicle*, and the radical "American" *Boston Gazette*, we derived three lists of most-used political words, which, when rank-ordered, reflected three very different points of view regarding the relative importance for each group of Whigs of terms referring to: king, Parliament, subjects (or "people"), other governmental institutions and officials (i.e., the courts, Royal Navy, ministers, or Royal Governors), political values, place names, and "national identities." The utility, therefore, or our particular method of quantitative content analysis in demonstrating these characteristic group variations in rhetorical usage and patterns of thought, proves it to be a valuable tool for describing the partisan views of heretofore supposedly non-ideological political actors.

In this study, we have found each group to be unique in the stress which was placed upon the king, Parliament, and political values, although these groups shared the common perspective of constitutional and parliamentary government. Moreover, we have shown that ideology ought not to be ignored in future studies of this period. While our conclusions remain tentative with regard to Whig ideology in all its manifestations, especially in its colony-to-colony variations, the "moralistic" quality of the radical Boston Whig rhetoric suggests that much useful investigation remains to be done in adumbrating the tenets of belief of all eighteenth-century political factions, both in Great Britain and in America. This study has been a useful beginning of that larger task.

INTERNATIONAL COMMUNICATION DECISION MAKING: SYSTEMS THEORY DEVELOPMENT GROUNDED IN FIELD ANALYSIS OF FOREIGN NEWS GATEKEEPING

KALUPA, FRANCIS BONIFACE, III, PH.D. *University of Southern California*, 1979. Chairman: Professor T. Harrell Allen

Most of the general public's leaders and much of their opinion and political leaders' information and perspective on what is happening in our increasingly integrated world comes from a select few gatekeepers: the American overseas correspondents and their news media organizations. While generally recognized as highly significant in its potential for impacting contemporary society, the American foreign news processing system remains relatively understudied and inadequately understood.

This study used General Systems Theory as an organizing paradigm in the development of a theoretical conceptualization of the international news decision-making process which determines what information will ultimately be published concerning foreign events. The conceptualization was grounded in field analysis of the *Los Angeles Times* foreign news operations, one of the largest in the United States. Specifically, the pilot field research focused on the newsroom gatekeeping activities in providing a functional analysis of the news organization's practices, policies, management, and decisional strategies employed in the news selection process. The study utilized several field methods for the empirical data collection phase of the research, including participant observation and focused interviews. The major overall goals of the study were (1) development of grounded insights of foreign news gatekeeping, and (2) synthesis and extension of relevant interdisciplinary literature, with (3) the intent of reconceptualizing gatekeeping from the decision-making and systems perspectives.

The dominant thesis of the study was that a grounded reconceptualization of the news decision process will aid and may be imperative to further communication gatekeeping research, and future understanding and improvement in the vital role of the mass media in modern society. The study was designed to respond to the frequent call for strengthening the theoretical base of mass media research. Among the potentially significant aspects of the study is the heuristic value of the reconceptualization which emerged through the combination of the systems perspective and organizational decision-making theory, particularly Herbert Simon's satisficing decision model, with media gatekeeping. The satisficing systems conceptualization of the media decision process which was developed during the study was viewed from the perspective of Anatol Rapoport who noted that "What makes a model heuristically valuable is that it is treated as a point of departure, not arrival."

While recognizing the validity of the importance of the individual journalist's role, the study argued for increasing the attention given to the impact of organizational influences and constraints in the media decision process. The system perspective was seen as offering communication researchers--both theoretic and applied--a high payoff approach capable of encompassing the full range of what Karl Weick called "interlocked relationships" which exist in and define the contemporary bureaucratized media organization.

HOW A BLACK NEWSPAPER REPORTS EDUCATIONAL CONTROVERSY - A CASE STUDY Order No. 8021876

MONROE-SCOTT, BETTINA VARNELL, PH.D. *University of Maryland*, 1979. 152pp. Supervisor: Dr. Jean D. Grambs

The Black Press has not been the subject of serious scholarship in the field of journalism. Few students have been interested in the role and function of the Black newspaper. Few researchers have recognized the many faceted character of the Black Press. It is a newspaper which serves as a medium of protest. It is a supplementary news source which serves to compliment the major metropolitan dailies through its selective view of particular stories which involve or in some way relate to Blacks.

The Black newspaper is a community paper in that it serves a selected group of people not bound by geography but by common background, common interests and common needs. It has been shown in prior research that the role of a community paper is to maintain community consensus. It is out of the scholarship in the area of community journalism, that the hypothesis for this study was formulated: That the *Afro-American Newspaper* presented a very positive image of the Baltimore City Schools and its superintendent, Dr. Roland Patterson, in an effort to maintain Black community support for Dr. Patterson and the job he was doing, as an aspect of its role as a community newspaper.

Questions answered by the research were: (1) How much news and opinion material on the superintendent was presented to the readers of the four papers in this study: *The Morning Sun, The News American, The Evening Sun,* and *The Afro-American*? (2) What types of straight news and opinion items were presented about the superintendent by each of the four papers in this study? (3) How many pictures accompanied the items written about the superintendent? (4) What was the percent of stories signed by a staff reporter for each of the papers? (5) What is the source of the news items on the superintendent presented by *The Morning Sun, The News American, The Evening Sun,* and *The Afro-American*? (6) What were the major themes of news and opinion items printed about the Patterson case? (7) What was the direction of opinion of articles printed about Patterson? (8) What personalities dominated the news and opinion items by each of the newspapers in this study? (9) What image of the superintendent was projected by *The Afro-American*? (10) What image of the events-evaluation, hearing and dismissal--is projected by *The Afro-American*?

The populations in the study were *The Baltimore Afro-American Newspaper* and the three Baltimore Metropolitan dailies.

The method used to gather data was content analysis. A system of categories was established which included descriptions of character, descriptions of process and descriptions of external variables.

The findings of the study were: (1) *The Afro-American Newspaper* allocated more than two times the amount of space than the other three newspapers to the Superintendent Patterson issue. (2) *The Afro-American Newspaper* presented more opinion items--features, editorials and picture-captioned items. (3) *The Afro-American Newspaper* presented more pictures in accompaniment to articles about the Patterson issue. (4) There were fewer stories signed by a reporter in *The Afro-American*. (5) *The Afro-American* used "local events" as the source of the majority of its stories on the Superintendent Patterson issue. (6) The major themes of stories reported in *The Afro-American* on the Patterson issue emphasized the community, community institutions and community leaders. (7) The direction of opinion in relation to Patterson articles presented in *The Afro-American* was more than 60% positive or pro-Patterson. (8) The dominant personalities emphasized by *The Afro-* were the leaders of the Black community not Patterson.

A STUDY OF THE NEWSPAPER *LA DEMOCRACIA*, PUERTO RICO, 1895-1914: A HISTORICAL ANALYSIS Order No. 8016353

NEGRON-PORTILLO, MARIANO, PH.D. *State University of New York at Stony Brook*, 1980. 292pp.

The newspaper *La Democracia* served as the most important means of expression of the political party identified with the social class of Puerto Rican *hacendados* beginning in late nineteenth century during the Spanish domination and continuing during the United States regime at the start of the twentieth century.

It is the main objective of this dissertation to study the ideology sustained in *La Democracia* and the relation of the newspaper with the class of the *hacendados* and their political party. The study is conducted within a determined historical context, from 1895 to 1914. The content analysis of *La Democracia* aims to get a deeper knowledge of the *hacendado's* views of Puerto Rican society while also to obtain a better understanding of the most important newspaper of the Island in the first part of the twentieth century. In order to establish the relationship between the newspaper, the *hacendados* and their party, the evolution of these last two, until 1914, is examined. Also studied are the intellectuals who wrote for *La Democracia*.

During the Spanish domination, *La Democracia* was an ideological instrument of the most important creole class in the Island. In its expressions, the newspaper continuously showed full confidence that the *hacendados* would attain their main objective - self-government. And, since the *hacendados* had the support of most Puerto Ricans in their struggle against Spanish colonialism, the newspaper was sympathetic toward almost everyone in the Island. After the invasion by the United States (1898), this situation began to change. Confronted by the *hacendados'* aspirations of social hegemony, the United States began to displace them. They were displaced from most centers of political power by the new colonial administration and their dominant position in the economic structure went to the North American corporations with the establishment of the sugar plantation.

The impact this situation had on the *hacendados* and their party and how it was seen through *La Democracia* is shown in the study. The study also shows the historical and ideological trajectory of a class which, previous to the United States invasion had ample social influence and mustered broad political support. But, after the invasion, the hostility of the regime and the social transformation which took place in the counry left the *hacendados* in a position of relative weakness, opposed by several classes and sectors in the Island. This situation led the *hacendados'* party and *La Democracia*, both of which had received the United States with great expectation in 1898, to modify slowly their political positions until they finally adopted a pro-indepence stand in 1913. Through *La Democracia* it can also be seen how the *Hácendados* changed their social vision after the invasion. Threatened by the metropolis and its local allies or supporters, the *hacendados* developed a great resentment against these local sectors. Consequently, *La Democracia* became "conservative" in the sense that it began to defend the legacies of the past as instruments with which to oppose the colonial situation and as a means of ideological survival for the *hacendados*.

CAMERAS IN THE COURTROOM: IS A PICTURE WORTH A THOUSAND WORDS?

Order No. 8025493

NETTEBURG, KERMIT LYOL, PH.D. *University of Minnesota*, 1980. 239pp.

With more than half of the jurisdictions currently allowing cameras to televise and photograph courtroom proceedings, the question of whether a televised trial can also be a fair trial becomes momentous. Studying this question demands a blending of legal and social methodologies.

All nine justices in *Estes v. Texas* agreed that the media must be allowed maximum freedom unless their exercise of the freedom infringed defendants' rights to a fair trial. The five-member majority found that, in 1965, television coverage of trial infringed a defendant's due process rights in three ways: (1) They created a physical intrusion into the essential dignity of the courtroom, (2) They caused judges, jurors, and other participants to be psychologically distracted from the proceedings, and (3) They would engender hostility and incitement within a community against the defendant and possibly the court system. However, Justice Clark, for the *Estes* court, also noted, "When the advances in these arts permit reporting by printing press or by television without their present hazards to a fair trial, we will have another case." Other cases obviously are here, and this study examined those cases to determine whether the rationales of *Estes* yet apply to the televising of trials.

A literature review demonstrated that the physical intrusion argument has been abandoned. Even camera-access foes acknowledge that technological advances have eliminated the confusion early camera equipment caused. Current research and thought focuses almost entirely upon the psychological distraction rationale. Even though this research is uneven methodologically, it uniformly fails to support the *Estes* position.

Unlike the first two rationales, community incitement is without empirical evidence altogether. This study began to fill that void by examining responses to televised trials in two Wisconsin communities--one of which had had a great deal of court televising and another which had had little. The general hypothesis was that respondents in the community with the greater televising activity would exhibit more of the prejudical attributes mentioned in *Estes* than respondents in the community with little televising. Six specific hypotheses were created to delineate the types of prejudicial attributes.

Sixty-one separate questions or scales created from questions were anlayzed to test whether the *Estes* arguments about community incitement apply to 1980 courts. For 34 of those measures--56%--no significant difference existed between the two communities. For another 29%--18 measures--the significant difference was opposite the prediction suggested by *Estes*. In only 9 instances--or 15%--did the findings give significant support to the *Estes* argument. From this data, this study could not support the community incitement rationale as a continuing reason for banning cameras from courtrooms.

PRESS COMMENTARY AND THE 1972 PRESIDENTIAL ELECTION: AN ANALYSIS OF SELECTED COLUMNISTS

Order No. 8015234

STECK, JOAN ORR, PH.D. *The University of Wisconsin - Madison*, 1980. 593pp. Supervisor: Professor Lloyd F. Bitzer

Following election day in 1972, political commentators attempted to explain Nixon's landslide victory. Why did Richard Nixon, who seemed so unpopular and vulnerable in the Spring, win re-election by an overwhelming margin? Most of the nation's columnists agreed that challenger Senator George McGovern simply was not presidential material. This near consensus of opinion led us to question whether the press held a common conception of "presidential stature" and whether they had measured the candidates against this conception. This study endeavors to answer three broad questions: What characteristics comprised the notion of a presidential ideal? How was McGovern's stature evaluated? How was Nixon's stature evaluated?

We selected thirteen nationally recognized political analysts whose twelve columns appeared in hundreds of newspapers throughout America (viz, Joseph Alsop, Jack Anderson, R. W. Apple, David Broder, William F. Buckley, Evans and Novak, Haynes Johnson, J. J. Kilpatrick, Joseph Kraft, James Reston, Tom Wicker, and Garry Wills). A total of 547 columns were analyzed throughout the 1972 election year. A general method of content analysis was used to discover the normative or prescriptive statements made about Presidential qualifications; judgments made about McGovern, Nixon, and other major candidates for the presidency and vice-presidency; arguments used to support judgments; other means of implying judgments; chief themes; and the major rhetorical techniques of each column.

Seven major conclusions were reached: (1) A conception of the ideal President was not clearly defined by all columnists, but in most cases had to be inferred from their columns. (2) The traits of an ideal President that could be inferred were not consistent across political philosophies. The conservative columnists emphasized a candidate's ideology; the liberals stressed a contestant's good character. (3) The columnists tended to pay more attention to the question of whether a candidate had a reasonable chance to win than to the question of whether he was qualified for office. A candidate's positions on crucial issues were considered less important than his personality or general competence. (4) Although the columnists offered some commonly used argumentative techniques and traditional sources of evidence, both evidence and arguments were sparse. Instead, the columnists utilized their own authority to back assertions, and many made use of a variety of sophistical techniques to create an image of a candidate. (5) A candidate's speeches and speaking characteristics were largely ignored by the columnists. (6) The candidates were not treated uniformly and, taken as a whole, the columns were anti-McGovern. (7) The rhetorical practices of the columnists suggest several directions for future research including an examination of the characteristics which seem unique to the genre of political commentary. Some of the most intriguing aspects of the columns to be studied further include the columnists' inconsistencies, their "all-knowing" pose, the sparseness of their evidence and argumentation, the use of sophistical means of persuasion, and their concern for personal political interests rather than for the public good. It is hoped that this study has provided the groundwork for continued research on political commentary.

A COMPARATIVE ANALYSIS OF TELEVISION JOURNALISTS AND THEIR AUDIENCE'S EXPECTATIONS OF LOCAL TELEVISION NEWS

Order No. 8022081

TENERELLI, JOSEPH PAUL, JR., PH.D. *The University of Iowa*, 1980. 388pp. Supervisor: Professor Albert D. Talbott

Broadcasters are mandated by the FCC to operate in the "public interest, convenience and necessity." One current manifestation of this "public interest standard" is the requirement that licensees ascertain and fulfill community "needs and desires." In terms of competing license applications, the FCC has given licensees preferential consideration if their programming has been "substantially attuned to meeting the needs and interests" of their service area. The FCC has selected three areas of such "substantiality": the amount of news, public affairs, and local programming in comparison to a station's total schedule.

Television programming has long been subject to a wide range of criticisms; news is no exception, at both the national and local levels. Given the importance of local television news in fulfilling the FCC's criteria and the range of criticism concerning local television news, there appears to be a need for an interface, a common ground for understanding between those producing local television news and their audience members. This dissertation attempts to provide such an interface, helping local television news personnel better fulfill their "public interest mandate" from the FCC by analyzing the expectations of audience members and those of journalists in the medium. Specifically, this dissertation presents a small-scale, prototypical field study which could be used to explore the privately held needs of the participants, thereby fulfilling the "needs and interests" of their service area.

This research follows McQuail and Gurevitch's Action/Motivation perspective of uses and gratifications research. Within this perspective the role of the individual is highlighted. Co-equal to this perspective is the theory and methodology of William Stephenson's "Q." Stephenson developed this approach specifically permitting identification of the self in specific contexts. Stephenson maintains that people act on those things which are part of the self.

This study was confined to the Peoria, Illinois market area and attempted to define some of the expectations regarding local television news. A total of forty-four participants (eighteen journalists and twenty-six audience members) were intensively studied and used in the research. The journalists represented a variety of occupational categories; the audience members were representative of the Peoria SMSA.

Respondents were interviewed concerning their expectation of local television news; these interviews served as the basis for the Q-sample. This research used a single case study approach, and, necessary in this approach, multiple conditions of instruction were used for the Q-sorts. One condition of instruction was designed to be self-referent; another, the participant's concept of the ideal: a third, the participant's concept of the "other's" (journalist or audience member) expectations; the final represented the participant's concept of how the "other" would describe the participant's expectations.

All Q-data were factor analyzed. Three audience member/journalist types emerged: *Type 1*--prefers a relaxed newscast, enjoys multi-part stories and visual coverage of television: *Type 2*--desires greater depth and detail in reporting which deals with the underlying causes and "tells it like it is"; *Type 3*--a minor type whose members also prefer a relaxed presentation but place a high priority on weather coverage and multi-part stories. The factor arrays in the single case studies, and the factor of the self factors indicate that those in Type 1 have what Stephenson terms a ludenic, a playful and self involving, orientation towards local television news. Those in Type 2 have a more "objective" view of local television news which is highly similar to the more traditional concept of news as evidenced in the print media. This information can then be utilized by broadcasters to design strategies which will fulfill the "needs and desires" of their service area.

NEWSPAPER READERSHIP IN TWO NEW ENGLAND COUNTIES: SOME DEMOGRAPHIC AND USES-AND-GRATIFICATIONS VARIABLES

Order No. 8026388

TOWERS, WAYNE MICHAEL, PH.D. *Syracuse University*, 1980. 428pp.

To provide an audience-oriented view of newspaper research, this study concentrated on four specific *newspaper readership* behaviors: (1) reading a newspaper everyday or less than everyday; (2) reading metropolitan or suburban newspapers; (3) reading morning or evening newspapers; and, (4) reading single or multiple newspapers each day.

These behaviors were examined from the perspective of two traditions in newspaper research. The first tradition was related to *demographic* variables, which included such widely-used variables as age, education, race, and sex. The second tradition involved *uses-and-gratifications* research, and included the key distinctions between information (essentially hard news in newspapers) and entertainment (essentially soft news and features in newspapers), and between intrapersonal (self-oriented) and interpersonal (other-oriented).

To study the relations among these various variables, 763 door-to-door interviews were conducted from a random sample of a two-county area in New England during November and December, 1975. Trained local interviewers asked questions about newspaper readership, age, education, and the four uses-and-gratifications variables. The interviewers also recorded the respondent's race and sex. The two-county area, which had a population of 580,000 was chosen for its convenience rather than for its generalizability.

Using crosstabulation and canonical correlation, the study found that the combination of information and intrapersonal was positively related to everyday readership of newspapers, and that this relation was particularly important for the 18-29 age group. Second, the study found that suburban newspaper readership was strongly related to the information/intrapersonal combination across all age groups, while metropolitan newspaper readership was more closely related to the combination of entertainment and intrapersonal, and that this combination differed for the age groups of 18-29, 30-39, 40-49, and 50 and older. Third, the study found that evening metropolitan newspaper readership was oriented toward both information/intrapersonal and entertainment/intrapersonal, and tended to be stronger among females. But, morning metropolitan newspaper readership, on the other hand, tended to be oriented only toward entertainment/ intrapersonal, and to be stronger among males. Finally, the study found that multiple newspaper readership tended to be related to both information/intrapersonal and entertainment/intrapersonal, and to be strongest among persons in the 40 and older age group. Readers of single newspapers produced a much more complex pattern: (1) readers of only a suburban newspaper favored only the information/intrapersonal combination, (2) readers of only a morning metropolitan newspaper favored only the entertainment/intrapersonal combination; and (3) readers of only an evening metropolitan newspaper favored both intrapersonal combinations.

Overall, the study concluded that intrapersonal orientations were more strongly related to newspaper readership than were interpersonal orientations, and that information orientation distinguished between reading a newspaper everyday and less than everyday, while entertainment orientation distinguished between multiple newspaper readership and the particular type of single newspaper selected for reading. Among the demographic variables, age and sex merged as the strongest predictors, with 18-29 year olds tending toward less than everyday readership, 30-39 year old males leaning toward reading only a morning metropolitan newspaper, 20-39 year old females preferring an evening metropolitan newspaper, and 40 year olds and older showing the highest levels of multiple newspaper readership. Reading only a suburban newspaper was not strongly related to either of these two demographic variables. At best, the study indicated that the age variable and the combinations of information/intrapersonal and entertainment/intrapersonal were related to newspaper readership, but that the complexities of these relations were not likely to yield simple formulae for the prediction and promotion of newspaper readership.

THE IMAGE OF THE JEW IN THE AMERICAN PERIODICAL PRESS, 1881-1921

Order No. 8017536

WEINGARTEN, IRVING, PH.D. *New York University*, 1980. 286pp.
Chairman: Professor Neil Postman

American magazines, which in the last decades of the 19th century achieved spectacular gains in circulation and influence, provide a rich source of historical data and, to a considerable extent, reflect the beliefs, fears, tastes, and habits of America. This study analyzed the attitude of this important American institution toward the mass immigration of the East European Jews between 1881 and 1921.

In 1880, just before the start of this great migration, one out of every 179 Americans was Jewish. By 1920, one of every 27 Americans was Jewish. As the number of Jewish immigrants increased, so did the attention given them by the periodical press. The themes that interested periodical editors most were (in order of preference) Jewish persecution and anti-Semitism; genetics and ability; wealth, materialism, and business skill; Americanization; education and learning; immigration; religion; Zionism; exclusivity; attitude toward manual labor; missionary work; poverty; patriotism and bravery; charity; the arts; criminality; politics; ritual murder; and women.

Of the 182 articles analyzed, it was found that 35% were mostly positive, 19% were mostly negative, 32% were neutral, and 14% were not pertinent. The 7 to 4 ratio of mostly positive to mostly negative articles was substantially influenced by the fact that a minimum of 31% of the articles were written by Jews. If Jewish authors were not counted, the figures changed significantly to 28% negative, 24% positive, 27% neutral and 21% pertinent.

For the most part, the periodical press perceived the Jews as desirable immigrants who had become or would become good Americans. The fact that the numbers change dramatically and move closer to a negative view of the Jews if Jewish contributors to the magazines are not counted, does not affect how the message of the magazines although it certainly affected how that message was received. In determining the overall attitude of the magazines, qualitative factors such as, for example, the quality of the positive and negative references, were taken into account. Praising the Jews for their devotion to education was not considered of the same order as accusing them of deicide or of being part of an international conspiracy. Furthermore, the fact that most of the positive articles were defenses against anti-Semitic charges also had to be taken into account.

Weighing all the evidence, the conclusion must be drawn that overall, the periodical press perpetuated a variety of negative Jewish stereotypes that existed in America at least as far back as the days of Peter Stuyvesant. To the extent that these stereotypes pandered to native American fear – fear of criminal behavior, fear of unscrupulous business practices, fear of a people with strange customs who refused to mix, who practiced a different religion and were guilty of deicide, who threatened to dominate America if not the world, who were part of an international communist conspiracy, and the general fear of a people who were racially inferior -- to the extent the periodical press projected the point of view that the Jewish immigrants differed greatly from the native American population, were not likely to Americanize, and in fact posed a threat to America.

In considering the treatment given other immigrant groups, it was apparent that the closer the immigrant group was to the cultural norms of the earliest immigrants in terms of religion, race, color, appearance, dress, language and customs, the greater its acceptance.

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